DO YOU NEED TO WORRY ABOUT THE GDPR?

Does your organization have a legal entity established in Europe?

YES → Your organization is **LIKELY** to be caught by the GDPR

NO ↓

Does your organization have any other form of establishment* in Europe?

* The meaning of "establishment" can include:

- a website which operates in a language of a European country (other than English),
- a representative (for example, an employee or bank account) of your organization located in Europe,
- or equipment (for example computers used by the employee or a local address for delivery of post) located in Europe.

YES → Your organization is **LIKELY** to be caught by the GDPR

NO ↓

Does your organization offer goods or services* to citizens in Europe?

* Answer "yes" to this question if you offer goods or services in the language (other than English) or currency of a European country or if you reference European customers in your publications.

YES → Your organization is **LIKELY** to be caught by the GDPR

NO ↓

Does your organization monitor the behavior* of citizens in Europe?

* "Monitoring behavior" includes tracking European citizens on the Internet in order to create a profile or analyze preferences. An example is the use of website cookies.

YES → Your organization is **LIKELY** to be caught by the GDPR

NO ↓

Your organization is **UNLIKELY** to be caught by the GDPR

Flowchart Source: DAC Beachcroft www.dacbeachcroft.com